

Mobil Oil Counter Plan-O-Grams
April 12, 1993
Page 2

In addition, listed below are approved contractual plans for this chain.

* Preferred Presence Locations: * Based on individual store volume*

Weekly volume 120-169 - Plan 3K3 = \$85.00
Weekly volume 170+ - Plan 4K3 = \$95.00

An Extra Value EVD unit is authorized at \$15.00 based on ASM or you may combine Sterling/Magna with our Doral Display which is included in our Preferred Presence Program.

* Non-Preferred Presence Locations:

- Counter PCD Plan 4K	= \$44.00
- Doral CCD	= 6.00
- Based on ASM! EVD Unit	= \$15.00
	<u>\$65.00</u>

In lieu of a PCD, our special marketing display - counter SCDO is authorized at a rate of \$5.50 per month, but only if competition does not have any self service displays.

Thank you for your continued assistance with this very important chain and should you have any questions, please do not hesitate to contact me.

Thank you!

Sincerely,

Bill

Bill Roth
Chain Accounts Manager

BR:jc

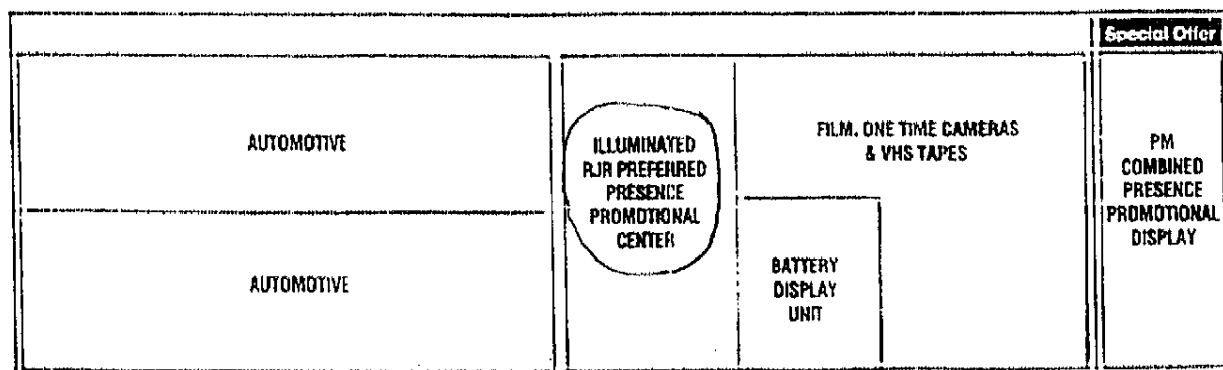
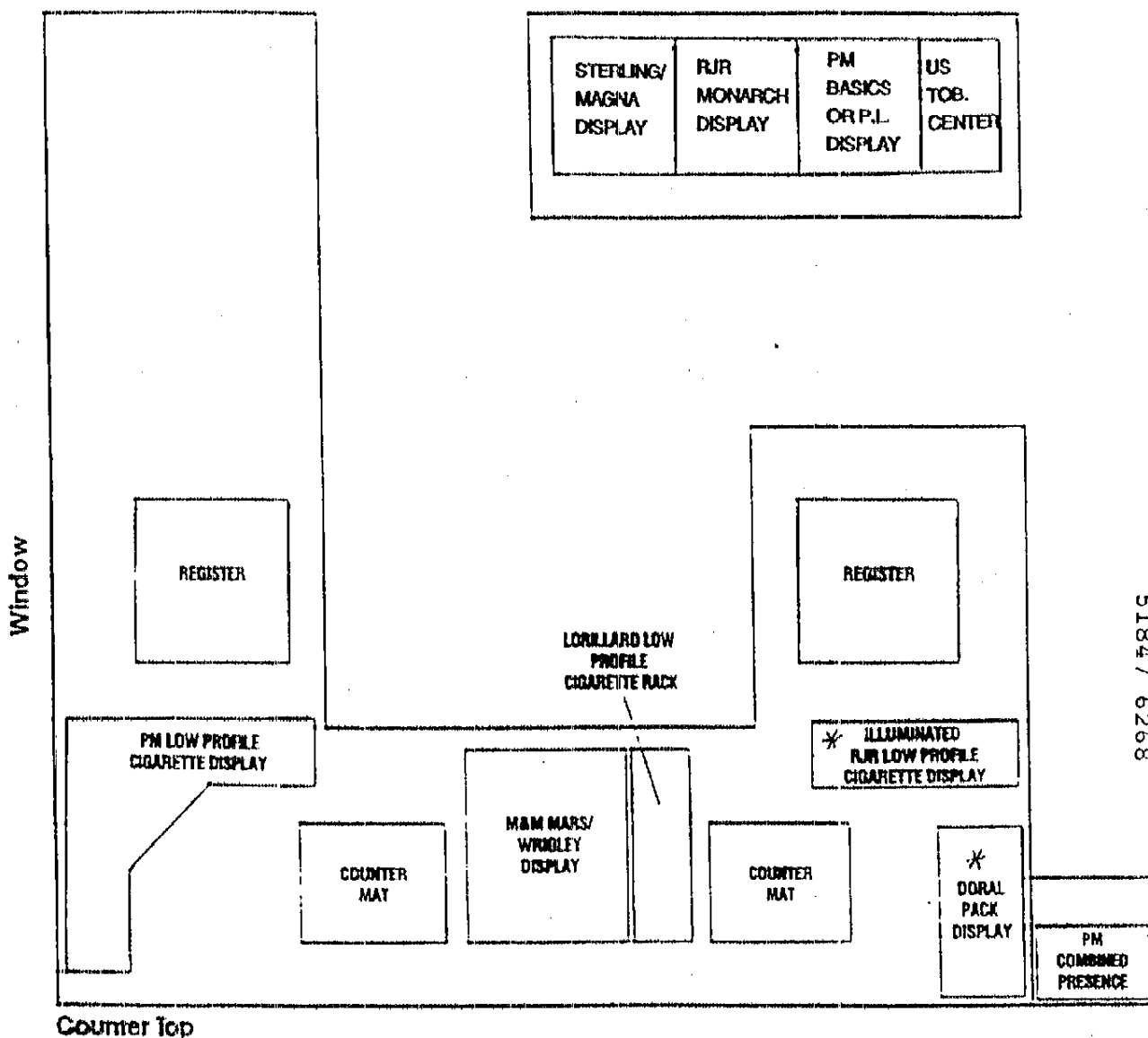
cc: RSM's
AVP's

Important note: As shown on the attached Plan-O-Gram, Monarch is authorized for all stores and should be displayed with excellent pricing execution. If Monarch is not priced at least parity with competitive PL/BW Brands i.e. Basic, then please advise.

51847 6267

Transaction Counter

8' Two Register Counter Top and Under Counter Plan-O-Gran



Under Counter

Note: The above transaction counter is located on the left side of the store as you enter.
All display placements must be reversed if the counter is on the right side.